

Message Text

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 /033 W
----- 039256

R 140424Z FEB 75
FM AMEMBASSY CANBERRA
TO SECSTATE WASHDC 5065
INFO AMCONSUL BRISBANE
AMCONSUL MELBOURNE
AMCONSUL PERTH
AMCONSUL SYDNEY

UNCLAS SECTION 1 OF 2 CANBERRA 1023

SYDNEY ALSO PASS TRADE CENTER

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: COUNTRY COMMERCIAL PROGRAM - FY 77

REF: (A) A-9016, DECEMBER 6, 1974

B) STATE 276061

(V) CANBERRA 3337, JUNE 3, 1974

1. SUMMARY. IN THIS FIRST DRAFT OF THE FY 1977 CCP FOR AUSTRALIA WE PROPOSE SIX PRODUCT CAMPAIGNS, TWO IN THE SECONDARY PROMOTION PHASE, THREE IN THE PRIMARY, AND THE SIXTH VISIT USA) NOT A TRAGET INDUSTRY. IN ADDITION WE ARE PROPOSING SEVERAL PRIORITY PROJECTS, MOST OF WHICH CENTER ON A USTC EVENT. THE PROGRAM CALLS FOR AN INCREASE IN PERSONNEL RESOURCES OF FOUR POSITIONS, ONE FSO IN MELBOURNE AND FSL PROFESSIONALS IN CANBERRA, MELBOURNE, AND SYDNEY. IT ENVISAGES AN INCREASE IN COMMERCIAL PROGRAM FUNDING OF \$7,500 ABOVE THAT PROJECTED FOR FY 1976 IN REF (C). END SUMMARY.

2. PRESENT DRAFT IS BASED ON DETAILED CONSULTATIONS WITH COMMERCIAL OFFICERS IN THE FOUR CONSULAR POSTS IN AUSTRALIA AS WELL AS WITH THE U.S. TRADE CENTER. IT EMBODIES WHAT APPEAR AT THIS POINT -- 16-28 MONTHS FROM THE TIME IT WILL BE IMPLEMENTED -- TO BE REASONABLE ASSUMPTIONS AS TO
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THE AUSTRALIAN ECONOMY, TRENDS IN U.S. AUSTRALIAN TRADE,

AND OTHER RELEVANT VARIABLES. BUT IT MUST BE VIEWED AS AN INITIAL, TENTATIVE EFFORT WHICH MAY, AS FY 1977 APPROACHES, REQUIRE SUBSTANTIAL MODIFICATION.

3. SPECIFICALLY WE ARE ASSUMING THAT, BY THE BEGINNING OF FY 77:

A. THE AUSTRALIAN ECONOMY WILL HAVE LARGELY RECOVERED FROM LOW LEVELS OF ACTIVITY REACHED IN CY 75, ALTHOUGH 1973 BOOM CONDITIONS WILL NOT BE REPEATED.

B. DEMAND FOR SEVERAL OF AUSTRALIA'S EXPORT PRODUCTS WILL BE SUFFICIENTLY GOOD THAT THE AUSTRALIAN DOLLAR WILL STILL BE STRONG AND PERHAPS STRENGTHENING.

C. WHERE DOMESTIC EMPLOYMENT MAY BE THREATENED THE GOA WILL CONTINUE TO RESTRAIN ITS APPROACH TO LIBERALIZATION OF INTERNATIONAL TRADE AND NATIONALIZATION OF DOMESTIC INDUSTRY. MANY PRODUCTS WILL THUS REMAIN IMPORT-SENSITIVE, INCLUDING SOME U.S. EXPORTS WHICH BENEFITTED FROM THE IMPORT STIMULATION POLICIES OF 1973.

D. POLICY UNCERTAINTIES THAT HAVE DELAYED DECISIONS ON MAJOR DEVELOPMENT PROJECTS, INCLUDING MINERALS AND ENERGY EXPLOITATION, WILL HAVE BEEN RESOLVED AND SUCH PROJECTS WILL BE GOING FORWARD WHETHER UNDER PUBLIC OR PRIVATE SPONSORSHIP.

WITH THIS BACKGROUND IN MIND WE PROPOSE THE PRODUCT CAMPAIGNS AND PRIORITY PROJECTS THAT FOLLOW (OTHER COMMERCIAL PROJECTS ARE NOT LISTED IN DETAILS AT THIS TIME).

4. CAMPAIGN NO. 1 - METALWORKING AND FINISHING MACHINERY AND EQUIPMENT

A. OBJECTIVE - INCREASE MARKET SHARE FROM 25 PCT. TO 27.5 PCT., AN INCREMENT OF ABOUT \$2 MILLION.

B. EVENTS - JULY 76, MULTIPLE FIRM BSP WITH 6-8 OTM'S:
OCT. 76, US MACHINE TOOL BUILDERS ASSOCIATION TRADE MISSION; SINGLE FIRM BSP'S AS APPROPRIATE; ENHANCED PROGRAM
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OF TO'S AND TRADE CALLS.

C. PERSONNEL RESOURCES - POSTS, 145 MAN-DAYS; 765;. 145.

D. FINANCIAL RESOURCES (POSTS ONLY) - TRAVEL, \$880;
REPRESENTATION, 146; PRINTING AND MAILING, 300;
OTHER, 75.

5. CAMPAIGN NO. 2 - PRINTING AND GRAPHIC ARTS EQUIPMENT.

A. OBJECTIVE - INCREASE MARKET SHARE FROM 35 PCT. TO 38.5 PCT., AN INCREMENT OF ABOUT \$2.5 MILLION.

B. EVENTS - SEPTEMBER 76, MULTIPLE FIRM BSP AT USTC WPTH 5 OTM'S; SINGLE COMPANY BSP'S AS APPROPRIATE; ENHANCED PROGRAM OF TO'S AND TRADE CALLS.

C. PERSONNEL RESOURCES - POSTS, 145 MAN-DAYS; USTC, 150.

D. FINANCIAL RESOURCES (POSTS ONLY) - TRAVEL, \$880; REPRESENTATION, 146; PRINTING AND MAILING, 300; OTHER, 75.

6. CAMPAIGN NO. 3 - BUSINESS EQUIPMENT.

A. OBJECTIVE - INCREASE MARKET SHARE FROM 35 PCT. TO 37.5 PCT., AN INCREMENT OF ABOUT \$10 MILLION.

B. EVENTS - FEBRUARY 77, MODERN MERCHANDISING EQUIPMENT EXHIBIT AT USTC WITH TECHNICAL SESSIONS, 15 OTM'S, 5 NTM'S; MICROGRAPHICS TRADE MISSION; SINGLE COMPANY BSP'S AS APPROPRIATE; ENHANCED PROGRAM OF TRADE OPPORTUNITIES AND TRADE CALLS.

C. PERSONNEL RESOURCES - POSTS, 210 MAN-DAYS; USTC, 290.

D. FINANCIAL RESOURCES (POSTS ONLY) - TRAVEL, \$1420; REPRESENTATION, 220; PRINTING AND MAILING, 450; OTHER, 125.

7. CAMPAIGN NO. 4 - POLLUTION CONTROL EQUIPMENT.

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A. OBJECTIVE - INCREASE MARKET SHARE FROM 40 TO 50 PCT., AN INCREMENT OF ABOUT \$1.5 MILLION.

B. EVENTS - AUGUST 76, POLLUTION CONTROL EQUIPMENT EXHIBIT AT USTC WPTH TECHNICAL SESSIONS, 20 OTM'S; ONE MARKETING WORKSHOP IN OCTOBER FOR 8210 AGENTS AT TC. SINGLE COMPANY BSP'S AS APPROPRIATE; ENHANCED PROGRAM OF TRADE OPPORTUNITIES AND TRADE CALLS.

C. PERSONNEL RESOURCES - POSTS, 210 MAN-DAYS; USTC, 290.

D. FINANCIAL RESOURCES (POSTS ONLY) - TRAVEL, \$1420; REPRESENTATION, 220; PRINTING AND MAILING, 450; OTHER, 125.

8. CAMPAIGN NO. 5 - FOOD PROCESSING AND PACKAGING
EQUIPMENT.

A. OBJECTIVE - INCREASE MARKET SHARE FROM 31 PCT. TO
40 PCT., AN INCREMENT OF ABOUT ?1.5 MILLION.

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 /033 W

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R 140424Z FEB 75

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC 5066

INFO AMCONSUL MELBOURNE

AMCONSUL BRISBANE

AMCONSUL PERTH

AMCONSUL SYDNEY

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B. EVENTS - JUNE 77, FOOD PROCESSING AND PACKAGING
EQUIPMENT EXHIBIT POSSIBLY OFF-SITE WITH TECHNICAL
SESSIONS, 15 OTM'S; ONE MARKETING WORKSHOP FOR AGENTS AT
USTC; OTHER EVENTS TO BE DECIDED UPON; ENHANCED PROGRAM
OF TRADE OPPORTUNITIES AND TRADE CALLS.

C. PERSONNEL RESOURCES - POSTS, 210 MAN-DAYS; USTC, 290.

D. FINANCIAL RESOURCES - (POSTS ONLY) - TRAVEL, \$1420;
REPRESENTATION, 220; PRINTING AND MAILING, 450; OTHER, 125.

9. CAMPAIGN NO. 6 - VISIT USA.

A. OBJECTIVE - INCREASE NUMBER OF AUSTRALIAN TOURISTS
TO U.S. BY 25 PCT. OR ABOUT 25,000 VISITORS.

B. EVENTS - 5 TRAVEL SEMINARS IN 5 CAPITAL CITIES;
6 FAMILIARIZATION TOURS UNDER CAB WAIVERS;
CONTINUING PROGRAM OF U.S. TRAVEL STORES IN MEDIA
AND TRADE CALLS.

C. PERSONNEL RESOURCES - POSTS, 140 MAN-DAYS; USTC, 5.

D. FINANCIAL RESOURCES (POSTS ONLY) - TRAVEL, \$880;
REPRESENTATION, 148; PRINTING AND MAILING, 300;
OTHER, 75.

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10. OTHER PRIORITY PROJECTS:

A. ACTIVELY PROMOTE U.S. FIRMS' EXPORTS TO AND OTHER
PARTICIPATION IN PILBARA MAJOR PROJECTS, WHICH IS EXPECTED
TO BE MAKING FPRM COMMITMENTS BY ABOUT FY 1977.

B. PROMOTE CHEMICAL AND PETROCHEMICAL PROCESSING
EQUIPMENT, BASED ON MARCH 77 USTC EXHIBIT WPTH
TECHNICAL SESSIONS, 20 OTM'S AND 5 NTM'S.

C. PROMOTE HEATING, VENTILATING AND AIR CONDITIONING
EQUIPMENT, BASED ON JUNE 77 USTC EXHIBIT WPTH 15 OTM'S
AND 5 NTM'S.

D. PROMOTE WOODWORKING AND FOREST INDUSTRIES EQUIPMENT.
BASED ON APRIL 77 OFF-SITE JEEP WITH 8 NTM'S.

E. OFF-SHORE DRILLING EQUIPMENT TRADE MISSION.

F. CONSUMER GOODS IN-STORE PROMOTION AT DAVID JONES
DEPARTMENT STORES.

G. EXPLORE POSSIBILITY OF DEVELOPING STATISTICAL
MONITORING PROCEDURES TO FACILITATE EVALUATION OF CCP.

1. IN THE FOLLOWING PARAGRAPHS, THE ALLOCATION OF CCP
RESOURCES, BASED ON REQUESTED LEVELS OF STAFFING AND
FUNDING, IS SUMMARIZED.

12. TOTAL MAN-DAYS AVAILABLE (BASED ON 220 EFFECTIVE MAN-
DAYS PER YEAR PER PERSON)

A. POSTS - 12 FSO/R/S, 2640 MAN-DAYS; 9 FSL (PRO), 1980;
8 FSL (C1), 1760. COMMENT: THIS ASSUMES INCREASE OF FOUR
POSITIONS, AN FSO IN MELBOURNE AND FSL'S (PRO) IN EACH
CANBERRA, MELBOURNE AND SYDNEY.

B. USTC - 3 FSR/GS, 660; 3 FSL (PRO), 660; 4 FSL (C1),
880.

13. ALLOCATED TO PRODUCT CAMPAIGNS (ALL FIGURES MAN-DAYS):
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	FSO/R/S/GS		FSL (PRO)		FSL (V1)	
	POSTS	USTC	POSTS	USTC	POSTS	USTC
NO.1	50	50	70	45	25	50
NO.2	50	50	70	50	25	50
NO.3	70	80	100	100	40	110
NO.4	70	80	100	100	40	100
NO.5	70	80	100	100	40	110
NO.6	50	0	60	5	30	0
TOTALS	360	340	500	400	200	430.

14. ALLOCATED TO OTHER PRIORITY PROJECTS (NOT FURTHER
DISAGGREGATED AT THIS TIME):

A. POSTS - FSO/R/S, 400 MAN-DAYS; FLS (PRO), 500;
FSL (C1), 300.

B. USTC - FSR/GS, 220; FSL (PRO), 200; FSL (C1), 270.

15. ALLOCATED TO OTHER COMMERCIAL ACTIVITIES:

A. POSTS - FSO/R/S, 910 MAN-DAYS; FSL (PRO), 490;
FSL (C1), 550.

B. USTC - FSR/GS, 100; FSL (PRO), 60; FSL (C1), 180.

16. ALLOCATED TO OTHER E/C ACTIVITIES (POSTS ONLY):
FSO/R/S, 970 MAN-DAYS; FSL (PRO), 490; FSL (C1), 710.

17. TOTAL DIRECT COST BUDGET AVAILABLE (POSTS ONLY; ALL
FIGURES US DOLS). REPRESENTS 10 PCT. INCREASE IN FUNDING
OVER FY 76 COMMERCIAL BUDGET PROJECTED IN REF (C).

- A. TRAVEL, 30,000
- B. REPRESENTATION, 8,250
- C. PRINTING AND MAILING, 4,500
- D. OTHER, 39,750 (INCLUDES SYDNEY COMMERCIAL NEWSLETTER)
- E. TOTAL, 82,500.

18. ALLOCATED TO PRODUCT CAMPAIGNS:

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	TRAVEL	REP.	P&M	OTHER	TOTALS
NO.1	\$880	146	300	75	1401
NO.2	880	146	300	75	1401
NO.3	1420	220	450	125	2215

NO.4	1420	220	450	125	2215
NO.5	1420	220	450	125	2215
NO.6	880	148	300	75	1403
TOTALS	6900	1100	2250	600	10850.

19. ALLOCATED TO OTHER PRIORITY PROJECTS:

- A. TRAVEL, 3,850
- B. REPRESENTATION, 1,100
- C. PRINTING AND MAILING, 1,000
- D. OTHER, 1,500
- E. TOTAL, 7,450.

20. ALLOCATED TO OTHER COMMERCIAL ACTIVITY:

- A. TRAVEL, 7,370
- B. REPRESENTATION, 2,750
- C. PRINTING AND MAILING, 1,250
- D. OTHER, 35,150
- E. TOTAL, 46,520

21. ALLOCATED TO OTHER E/C ACTIVPTIES:

- A. TRAVEL, 11,880
 - B. REPRESENTATION, 3,300
 - C. PRINTING AND MAILING, NONE
 - D. OTHER, 2,500
 - E. TOTAL, 17,680.
- HARROP

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Message Attributes

Automatic Decaptioning: X
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Margaret P. Grafeld
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05 JUL 2006

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